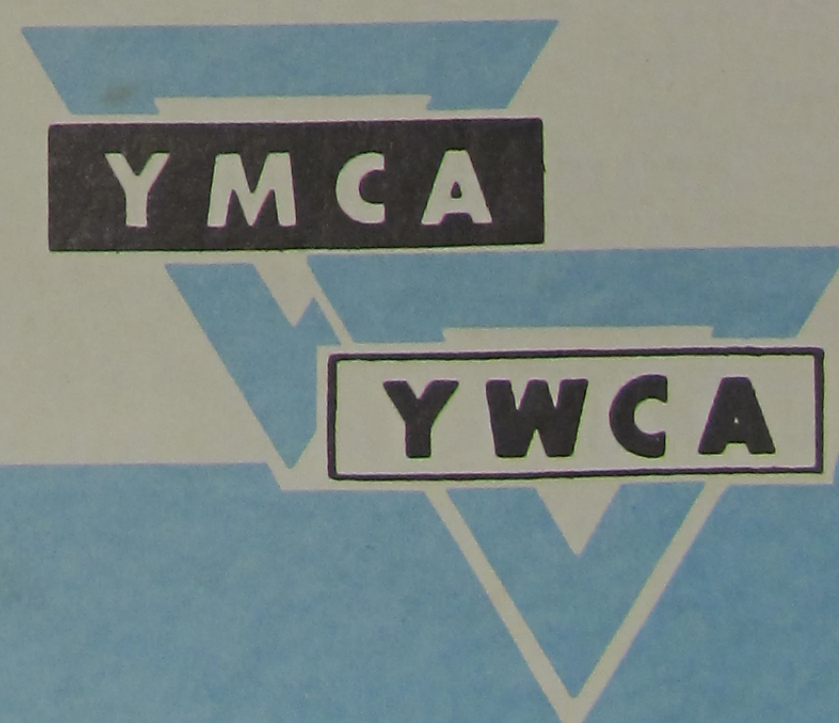




**FOR YOUTH
AND YOU!**

**A NEW YMCA-YWCA
TO SERVE THE WELLAND AREA**



YOUTH

Young people have a future that can be fine and clean and purposeful . . . if they learn to live honestly and fairly with one another, if they see for themselves that Christian principles can be made to work in daily life, if they can resolve their questions realistically, use their energies constructively, and direct their loyalties to great causes. To bring such experiences into the lives of many more Welland area boys and girls will be a major purpose of this YMCA - YWCA building.

YOU

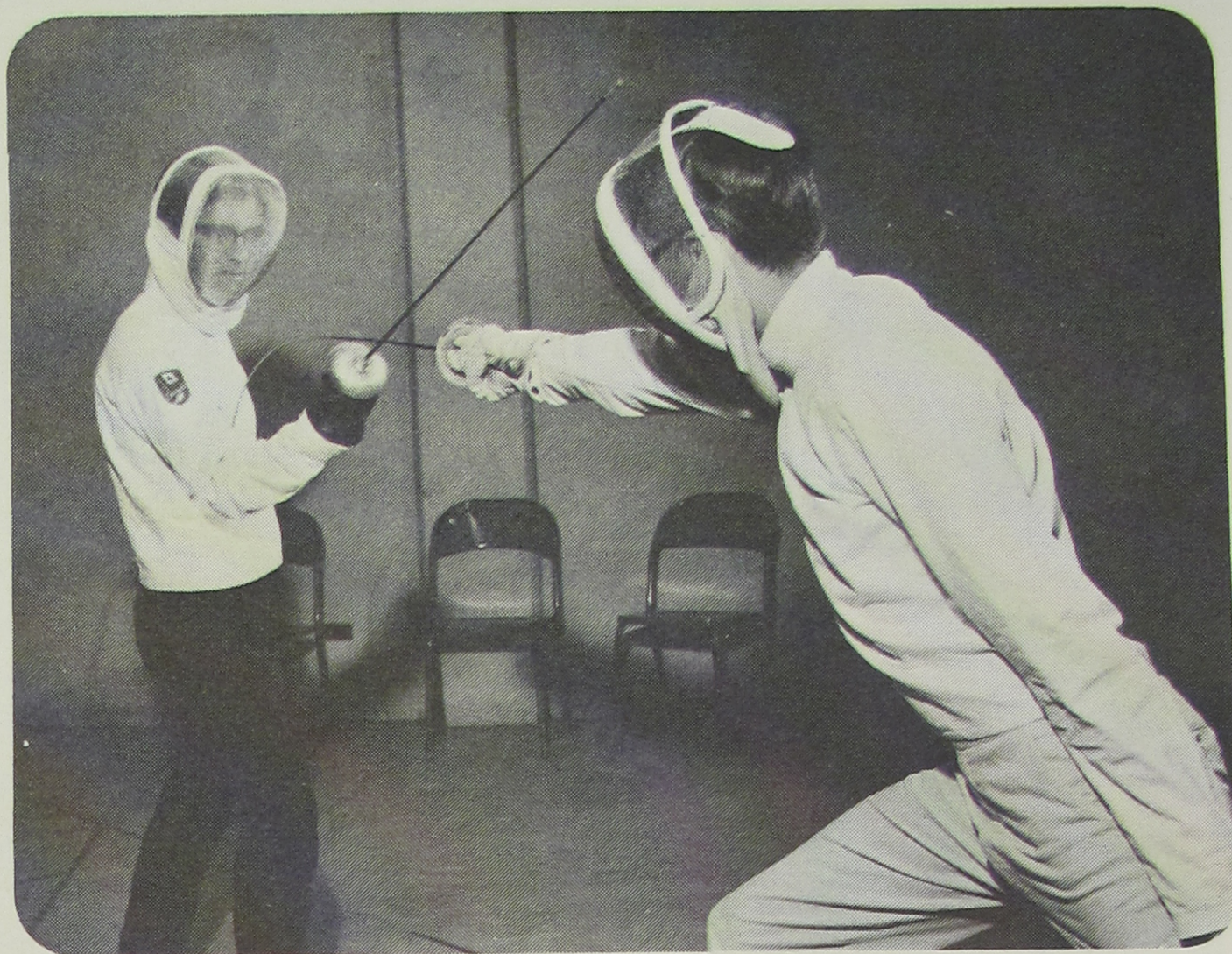
Men and women in this modern day have leisure time to play — and the time and desire to continue learning. A fuller and richer life, better health, opportunities to join with others in service that will benefit their families and their communities . . . are today sought by more and more adults.

To provide such opportunities for many more Welland District adults is a major purpose of the YMCA-YWCA building.

THE COMMUNITY

What employees and their families do in their leisure time is a matter of vital concern to employers. Hundreds of employees will use and benefit from the swimming pool and clubrooms in the YMCA-YWCA building. Business leaders concerned with maintaining the best features of free enterprise and the democratic form of government find the recreational, educational and character building programs of the YMCA-YWCA a helpful influence.

YOUR FRIENDLY Y --- PEOPLE IN ACTION



"IT DOES MAKE A DIFFERENCE WHERE YOUTH MEET
THEIR FRIENDS"

THE NEED - A MODERN YMCA - YWCA

The Board of Directors and Staff of the Welland Area YMCA-YWCA have demonstrated what a fine service the 'Y' can render to the community with rented and borrowed facilities.

Since 1954 the 'Y' has served Welland and District citizens. During this period, programmes have been operated in stores, basements, church halls and schools. Children have been taken by bus to St. Catharines for a swimming programme.

With an adequate, modern building which will provide the working tools for the main business of the YMCA-YWCA — training youth and adults for Christian living — the programme can move ahead to new and higher levels of effectiveness.

The Welland area does not have an indoor swimming pool. Such a facility will be provided in the new 'Y' plan. A modern YMCA-YWCA building will meet the needs of the community for decades to come.

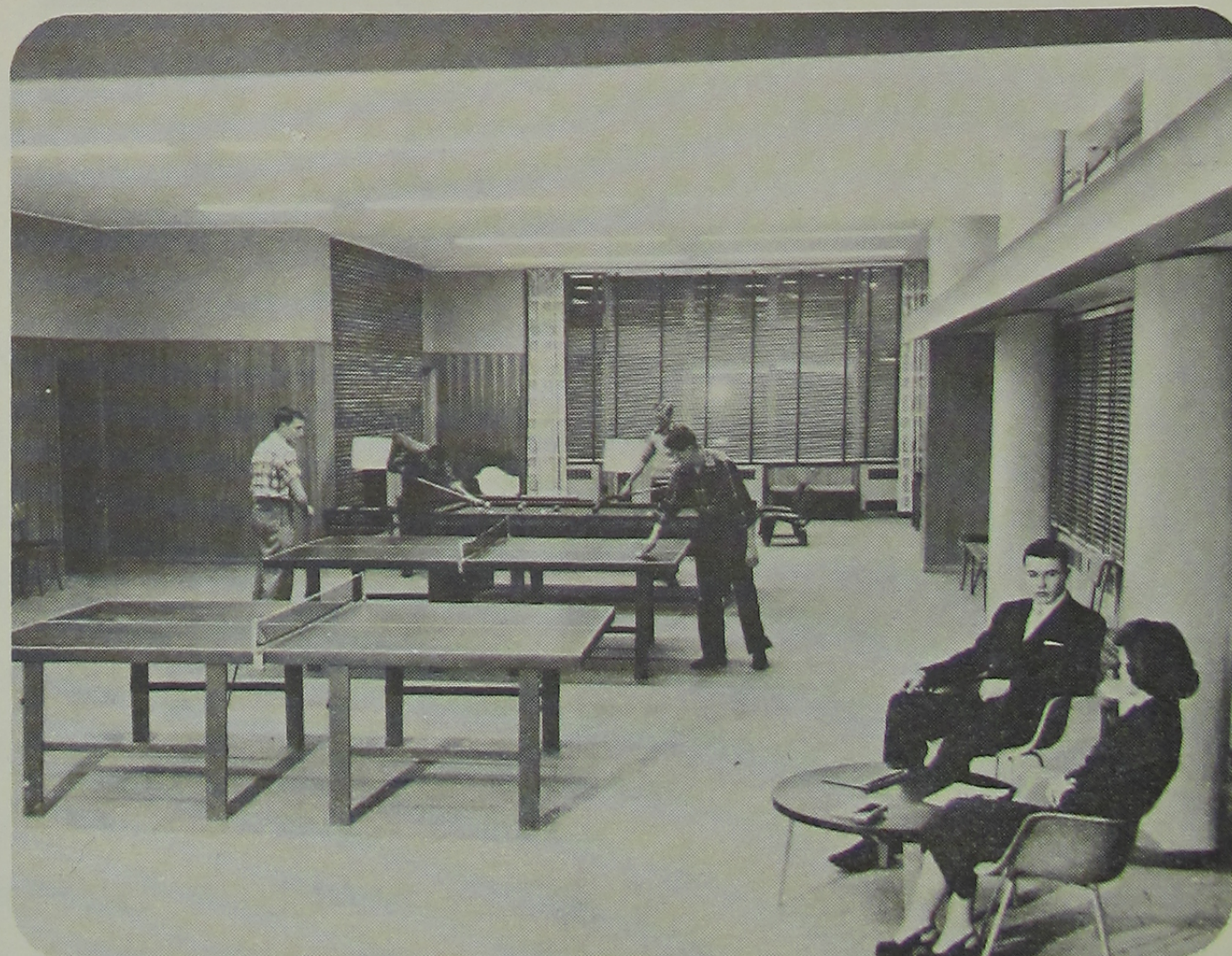


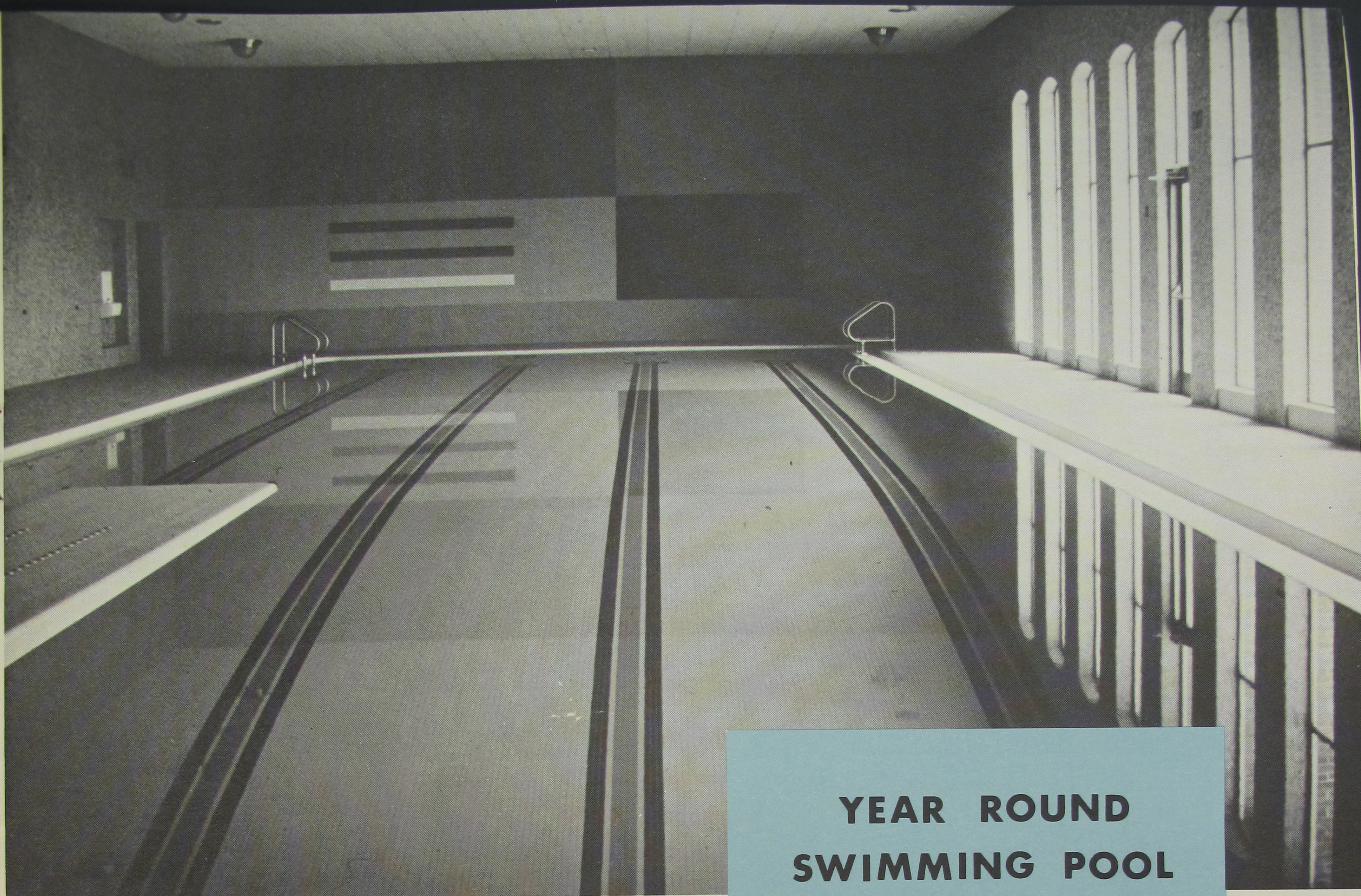
LOUNGE

Social, Recreational and Educational programs will be expanded greatly with a new building.

Attractive facilities and up-to-date equipment will serve as a background for constructive leisure-time activities.

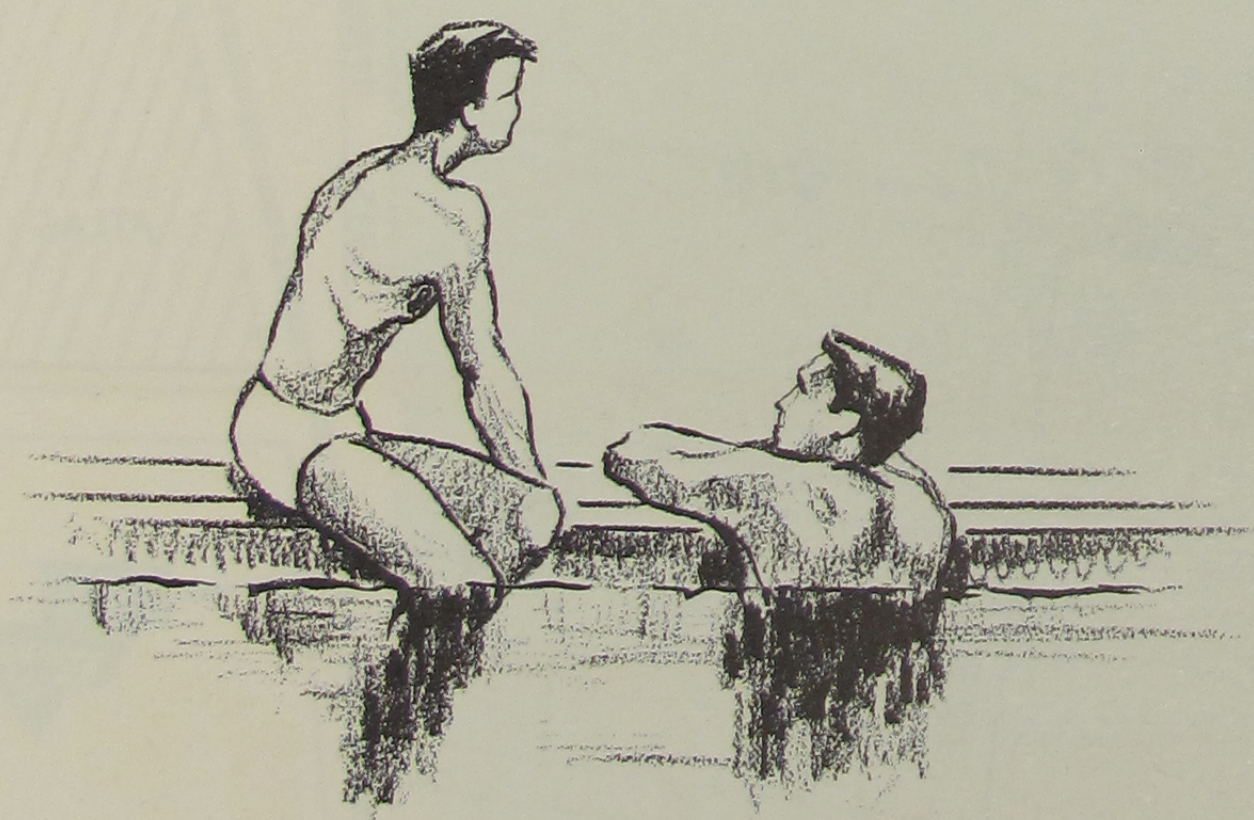
RECREATION ROOM

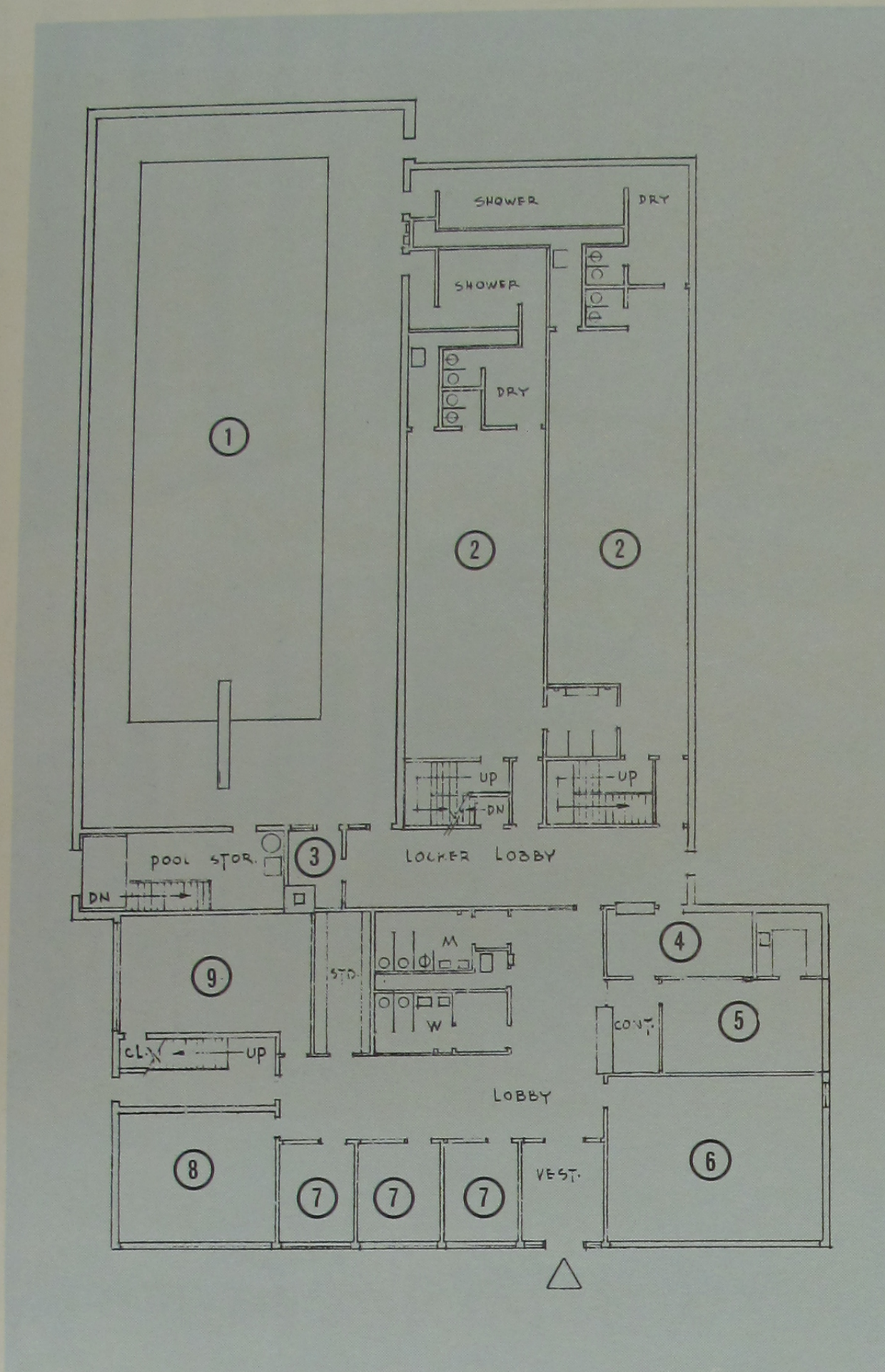




YEAR ROUND SWIMMING POOL

Welland does not have an indoor swimming pool. The new YMCA - YWCA swimming pool will represent the ultimate in engineering skill from the standpoint of safety, sanitation and economy with a modern heating and filtration plant. This modern design will provide ample shallow water for beginners or therapy for the handicapped. It will be regulation length for competitive swimming. The deep area features a one-meter diving stand. This fine 75' x 25' swimming pool will serve a great need in the Welland area.



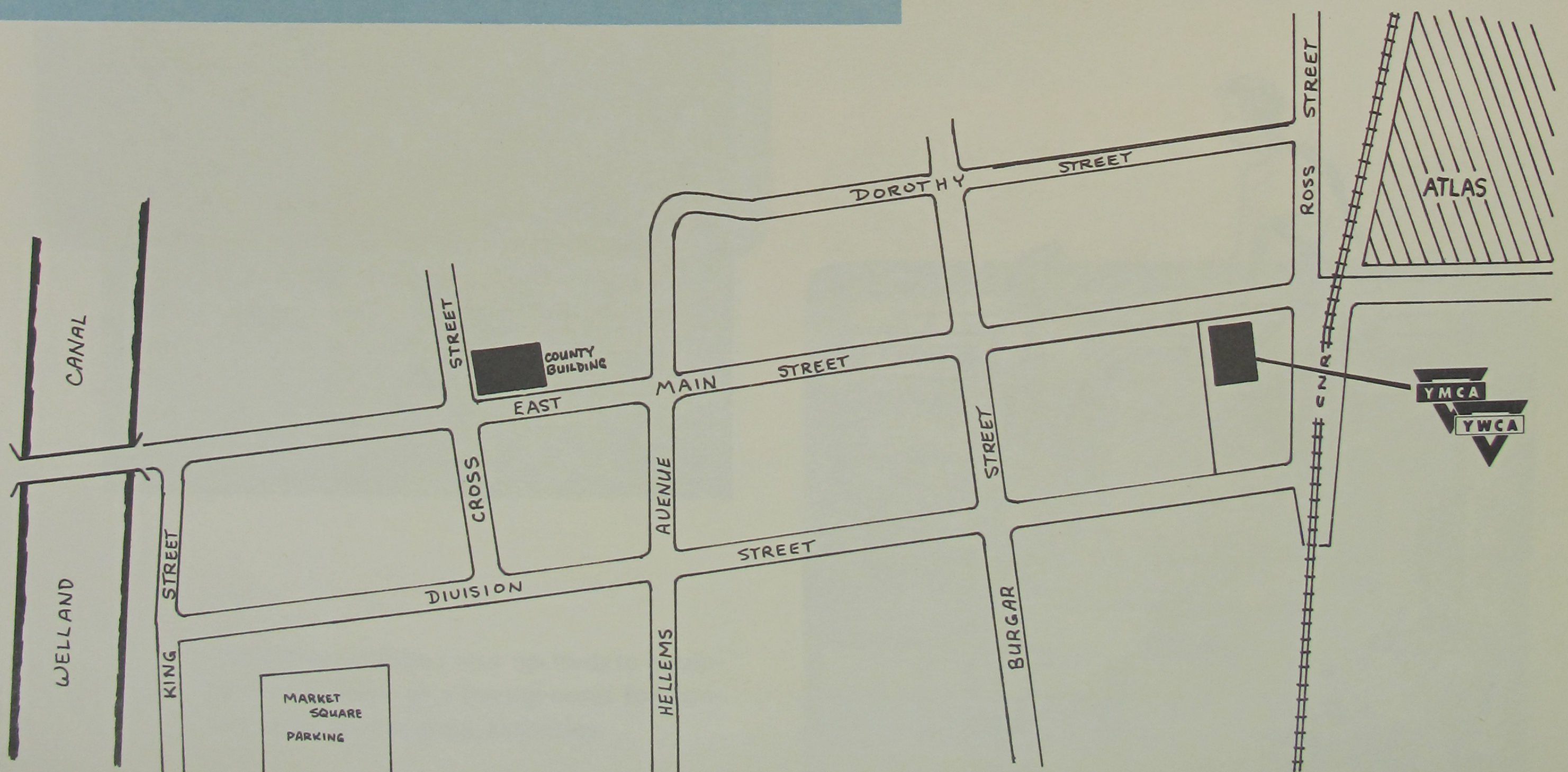


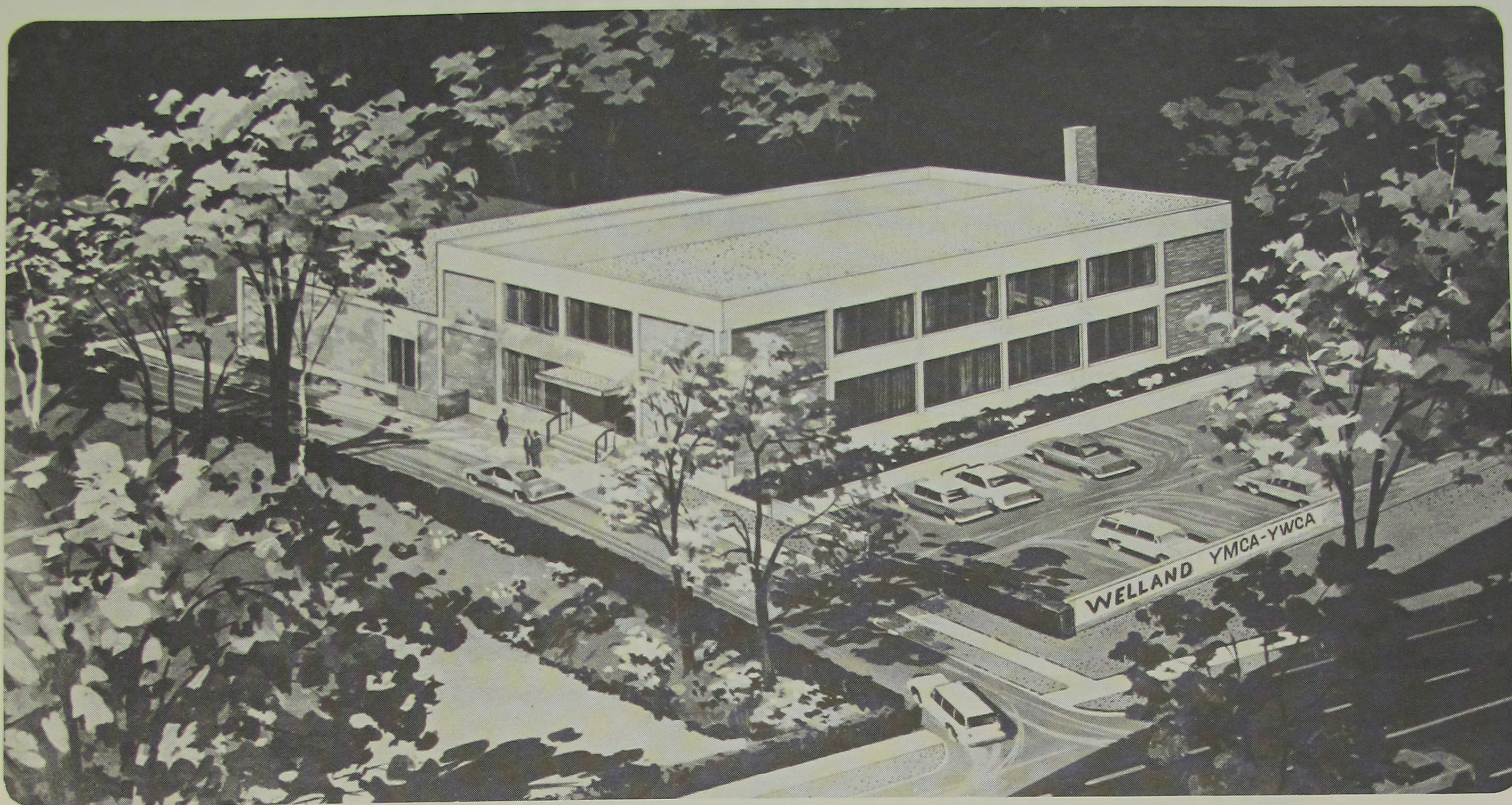
LEGEND

1. POOL
2. LOCKER ROOMS
3. SWIM DIRECTOR'S OFFICE
4. LOCKER CONTROL
5. GENERAL OFFICE
6. GAMES ROOM
7. OFFICES
8. CLUB-LOUNGE
9. CLUB ROOM

Sketch plan of typical modern YMCA - YWCA building with facilities as planned for the Welland area.

CENTRALLY LOCATED





THIS IS THE DREAM

- THE SUCCESS OF THIS CAMPAIGN WILL PROVIDE A MODERN YMCA - YWCA FACILITY FOR WELLAND AREA'S YOUTH AND THEIR FAMILIES.
- THE IMMEDIATE GOAL WILL ENABLE THE 'Y' TO ERECT A BUILDING SIMILAR TO THE ARTIST'S CONCEPTION SHOWN ABOVE.
- A LONG-RANGE PLAN WILL PERMIT THE 'Y' TO EXPAND THIS FACILITY TO MEET THE NEEDS OF A GROWING COMMUNITY.

CAMPAIGN GOAL \$650,000

WHY THE YMCA - YWCA

- * Constructive youth programs must keep up the youth population across the Welland Area.
- * Private leisure-time youth programs are needed to supplement schools, churches and other public services.
- * Youth is attracted to modern, clean, functional buildings stimulating worthwhile activity.
- * Adults need and enjoy opportunities for health, recreation, sociability and service provided by the "Y".
- * Today, families have leisure time to play. They desire to continue learning, and join others in service that will benefit their families and community.

THE ALL-PURPOSE "YMCA-YWCA BUILDING" WILL
MEET THESE WELLAND AREA NEEDS
FOR DECADES TO COME

SUMMARY OF PROJECT

ESTIMATED COST OF CONSTRUCTION	\$540,000
OPERATING SUBSIDY FOR TWO YEARS	40,000
RESERVE FOR CONTINGENCIES	70,000
	<hr/>
CAMPAIGN GOAL	\$650,000

LARGE INSPIRATIONAL GIFTS ARE NEEDED

We do not suggest any specific unit of giving, but are certain that you will consider contributing your full potential toward the new YMCA-YWCA.

Already, some contributors have made commitments of stocks, bonds and real property.

The Campaign is for commitments over a 36-month period and can be paid on a monthly, quarterly, semi-annual, or annual basis.

This campaign is quite different from any annual campaign. It gives you a once-in-a-generation opportunity to help provide a facility that will be of immense service and benefit to the present and future members of our community for years to come.

As you have seen from this brochure, or by personally visiting the present buildings recently, the YMCA-YWCA desperately needs a new building.

These are the size of gifts which must be secured to assure success :

1 subscription of	\$100,000
1 subscription of	50,000
3 subscriptions of	25,000
5 subscriptions of	15,000
9 subscriptions of	10,000
12 subscriptions of	5,000
18 subscriptions of	2,500
40 subscriptions of	1,000



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